

ABSTRACT

One aspect of the present invention provides a method for systematically arranging paint color samples for convenient browsing and identification of desired colors by shoppers. Paint color sample cards are arranged on a two-dimensional display surface such that colors of similar hue are categorized or grouped together (e.g., along a column). Groups of paint color sample cards having different base hue or color are arranged such that there is a gradual transition between paint colors from one region to the next region. For instance, the colors of sample cards may gradually change from column to column across a two-dimensional display. Additionally, within each color group, paint color sample cards are arranged from most chromatic to least chromatic colors. Another aspect of the invention provides for accent color sample cards to be displayed adjacent to the various base color groups.